



Success News

San Antonio District Office
www.sba.gov/tx/sanantonio

17319 San Pedro, Building #2, Suite 200, San Antonio, TX 78232

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Contact: Lucille Maldonado, PIO, 210/403-5921
Rodney W. Martin, District Director

RX PHARMACY NAMED AFTER OWNER'S NAME!

Laredo, TX – When we think of RX we instinctively think of medication or prescription drugs, and in this case, you should – with a catch! RX Pharmacy, Inc., which opened in Laredo in 2001, was actually named after its owner, Mr. Ricardo X. Herrera.

RX Pharmacy is an independently-owned pharmacy that specializes in the “compounding” of medication. This specialized pharmaceutical field involves the design (preparation) of drugs in specific combinations to treat individual health needs. Compounding is a “lost art,” states Mr. Herrera. Though “compounding” is the pharmacy’s main thrust, it also provides the retail sale of medical supplies and fills the traditional prescriptions. The pharmacy is located next to Laredo Medical Center and its proximity allows Mr. Herrera to work closely with the physicians of the hospitals, as well as other physicians in the medical community, in order to better serve their patients and their particular medical needs. The pharmacy also provides intravenous

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compounding which handles intravenous, ophthalmic, morphine pain management and delivery syringes.

Customer service in the form of drive-up capability and home delivery is important to Mr. Herrera in order to better serve the community. Customer service and specialized drug preparation have proven to be successful components. "After three months, we experienced normal growth," states Mr. Herrera. The growth continued and in December 2003 he opened his second location on the south side of Laredo. The second location provides retail sale of medical supplies and fills prescriptions to for physicians and patients of the clinic complex close to its proximity. Mr. Herrera states that due to the location of his pharmacies, its services, and his specialized field, many of his customers are those who elected to move their business from the commonly used chain pharmacies.

Mr. Herrera's success did not transpire overnight. A native of Laredo, he graduated from United High School in 1977. He continued his education and graduated from Texas A&M in 1982 with a degree in Biomedical Sciences, and worked as a pharmacy technician at Mercy Hospital. While working, Mr. Herrera returned to school and graduated from Texas Southern University in 1996 with a bachelor's degree in Pharmacy. After obtaining his pharmaceutical license, he worked as a pharmacist with several independent and chain pharmacies, and local hospitals.

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In 2000, he began working closely with Business Development Specialist Laura Cantu of the Laredo Development Foundation – Small Business Development Center. She assisted him in preparing a comprehensive business plan and cash flow projections, as well as assisting him in completing his SBA 7(a) loan application. “A lot of the foresight was with the aide of the SBA and the SBDC,” states Mr. Herrera. All of his research and planning proved to be beneficial. He approached Senior Vice President Jorge Cedillo of Commerce Bank and Texas Certified Development Company and was approved for two SBA loans. Mr. Herrera utilized the SBA 7(a) Loan Guaranty Program and the 504 Loan Debenture Program to meet his start-up needs.

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